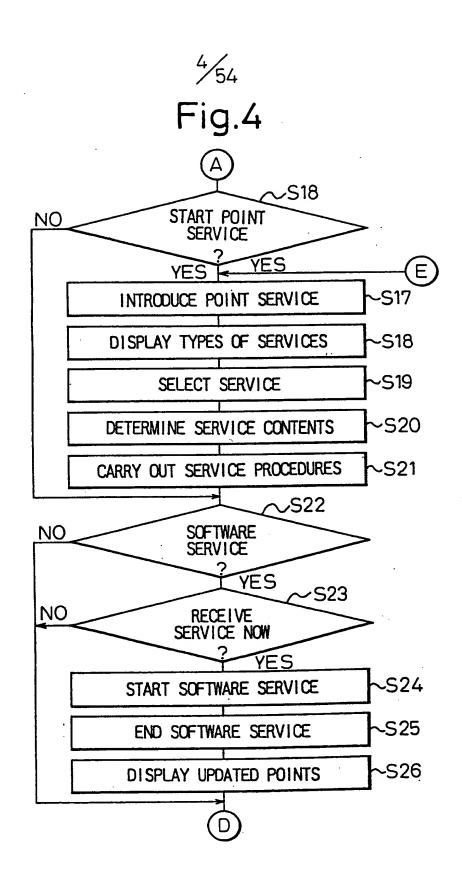


³/₅₄ Fig.3 START -S1 INPUT ID NUMBER CONNECT TO CENTER -S2 ~S3 S4-NO NO NEWLY REGISTER REGISTERED CUSTOMER YES YES **/**S6 В CARRY OUT REGISTRATION **PURCHASE** NO SERVICE ****S5 YES DISPLAY PRESENT -S7 CUMULATIVE POINTS DISPLAY POINT SERVICE SCREEN **-**S8 **-**S9 DISPLAY COMMODITY MENU ~S10 INSTRUCT COMMODITY TYPE -S11 DISPLAY COMMODITIES -S12 SELECT COMMODITY *-*S13 SELECT KIND OF PAYMENT JS14 SELECT DELIVERY METHOD DISPLAY CUMULATIVE POINTS *-*S15

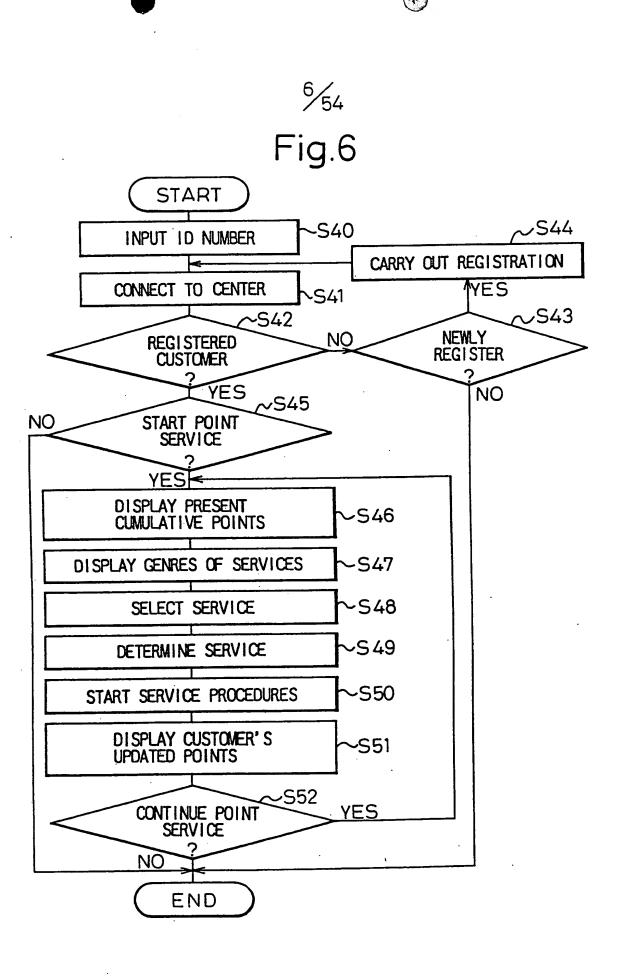


CONTINUE POINT YES E

CONTINUE POINT YES E

NO SERVICE

NO B



½54 Fig.7(A)

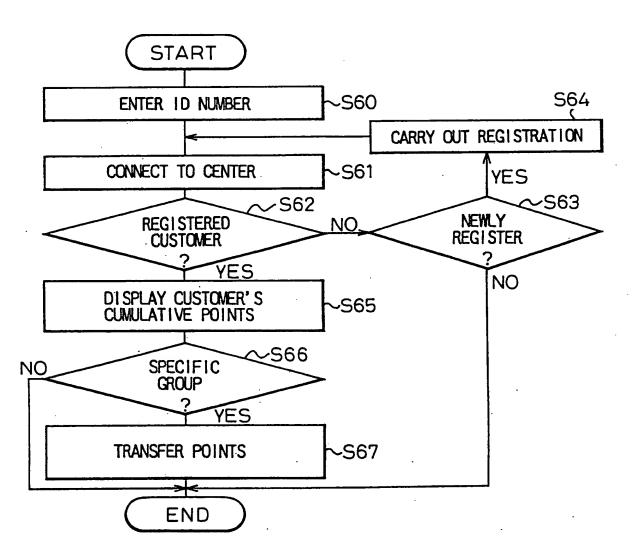


Fig.7(B)

GROUP NAME	TARGET	TARGET POINTS	PRESENT CUMULATIVE POINTS	
NAKAHARA ELEMENTARY SCHOOL	MONOCYCLES (10 SETS)	20,000	35,000	
KOSUGI NURSING HOME	WHEEL CHAIRS (3 SETS)	000'09	20,000	
SUPPORT ASSOCIATION FOR CHILDREN ORPHANED IN TRAFFIC ACCIDENTS	Personal computer	40,000	15,000	
	•••	•••	•••	
SOMALIA AID ASSOCIATION	F000	300,000	80'00	
	LET'S PARTICIPATE IN SOCIAL CONTRIBUTION ACTIVITIES	SCIAL		

9/₅₄ Fig.8(A)

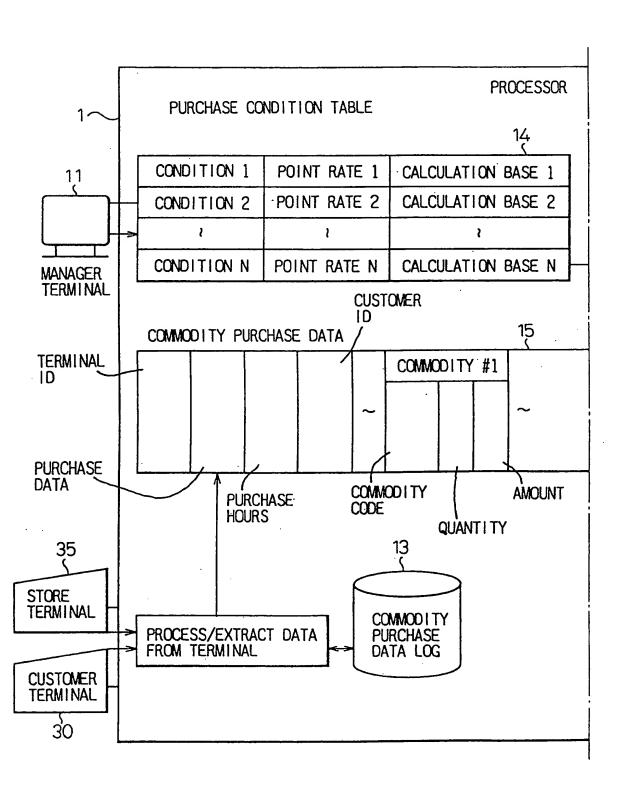


Fig.8(B)

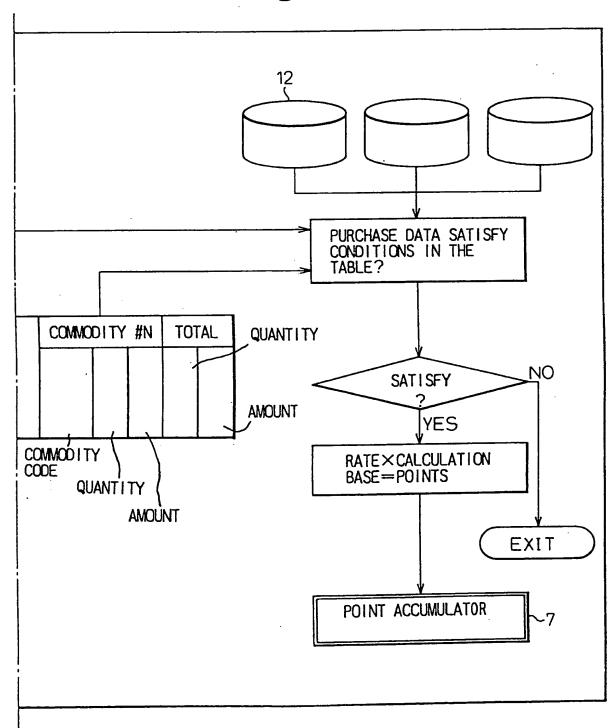


Fig.9(A)

SET POINT CALCULATION RATE FOR SPECIFIC DAYS

- SELECT ONE
 - 1. DATE: MONTH_DAY_
 - 2. PERIOD: MONTH_DAY_TO MONTH_DAY_ 3. DAY:__,_
- RATE: __%
 CALCULATION BASE:
 - 1. AMOUNT OF MONEY 2. TOTAL POINTS

Fig. 9(B)

SET POINT CALCULATION RATE FOR SPECIFIC PERIOD

- PERIOD: MONTH_DAY_TO MONTH_DAY_
- CALCULATION BASE:
 - 1. AMOUNT OF MONEY 2. TOTAL POINTS 3. NUMBER OF PURCHASE ACTIONS
- MINIMUM: __ OR MORE
- RATE: __ POINTS

Fig. 9(C)

SET POINT CALCULATION RATE FOR SPECIFIC AREA

- AREA CODE:
- · CALCULATION BASE:
 - 1. AMOUNT OF MONEY 2. TOTAL POINTS
- RATE:_%

Fig. 9(D)

SET POINT CALCULATION RATE FOR CUSTOWER'S SPECIFIC DAY

- SELECT CUSTOMER'S SPECIFIC DAY

 1. BIRTHDAY 2. WEDDING ANNIVERSARY

 3. BIRTHDAYS OF FAMILY 4. DATE OF ADMISSION
- · CALCULATION BASE:
 - 1. AMOUNT OF MONEY 2. TOTAL POINTS
- RATE: __%

Fig. 9(E)

- *SET POINT CALCULATION RATE FOR SPECIFIC TIME BAND*
- SPECIFY TIME BAND
- :_TO_:. · CALCULATION BASE:
 - 1. AMOUNT OF MONEY 2. TOTAL POINTS
- RATE:_%

Fig. 9(F)

SET POINT CALCULATION RATE FOR SPECIFIC COMMODITIES

COMMODITY NAME	
\$	
-	

• RATE: _ % (COMMODITY PRICE)

Fig. 9(G)

SET POINT CALCULATION RATE FOR NUMBER OF PURCHASE

NUMBER OF PURCHASE	RATE
1 TO 30	1%
31 TO 60	2%
61 -	3%

(POINTS ARE CALCULATED ON TOTAL AMOUNT.)

Fig. 9(H)

SET POINT CALCULATION RATE FOR NUMBER OF ACCESSES

NUMBER OF ACCESSES	RATE	
1 TO 100	1%	
101 TO 300	2%	
301 -	3%	

(POINTS ARE CALCULATED ON TOTAL AMOUNT.)

Fig. 9(I)

SET POINT CALCULATION RATE FOR AMOUNT

PURCHASE AMOUNT	RATE	
¥10,000~¥20,000	1%	
¥20,001~¥40,000	2%	
¥40,001~	3%	

(POINTS ARE CALCULATED ON TOTAL AMOUNT.)

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Fig. 9(J)

SET POINT CALCULATION RATE FOR CUSTOMER RANK				
CUSTOMER RANK RATE CUSTOMER RANK RATE				
AAA AA A B	_ % _ % _ % _ %	C D E F	_ % _ % _ % _ %	
(POINTS ARE CALCULATED ON TOTAL AMOUNT.)				

¹⁵/₅₄ Fig.10(A)

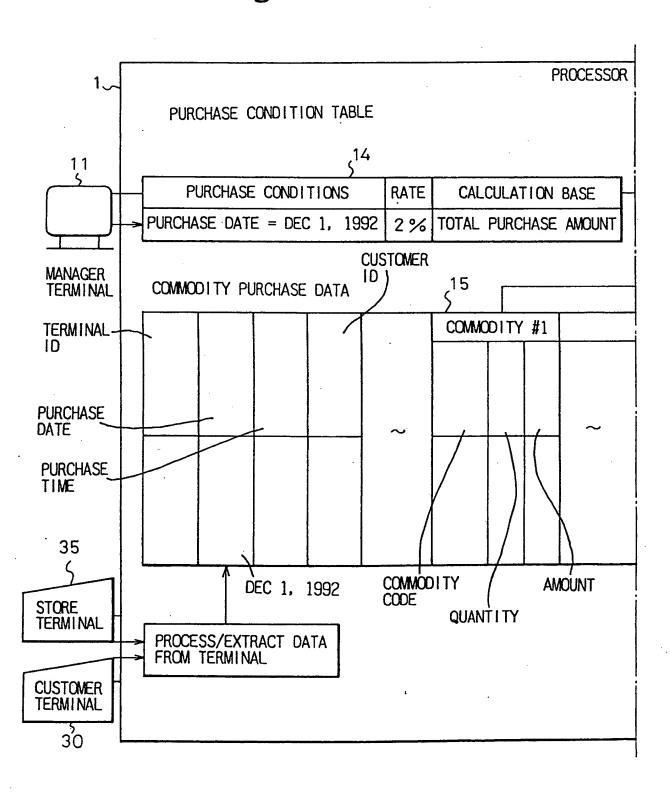
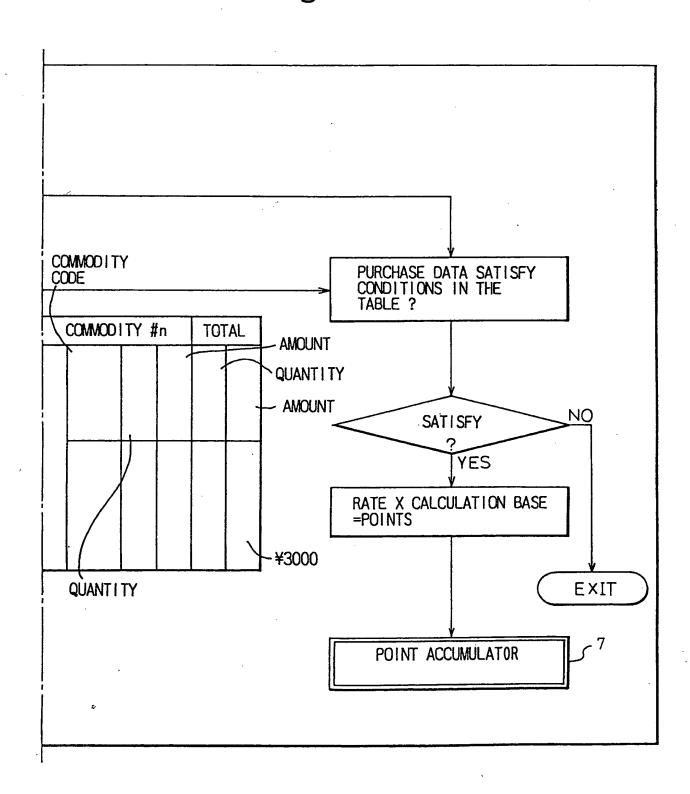


Fig.10(B)



¹⁷/₅₄ Fig.11(A)

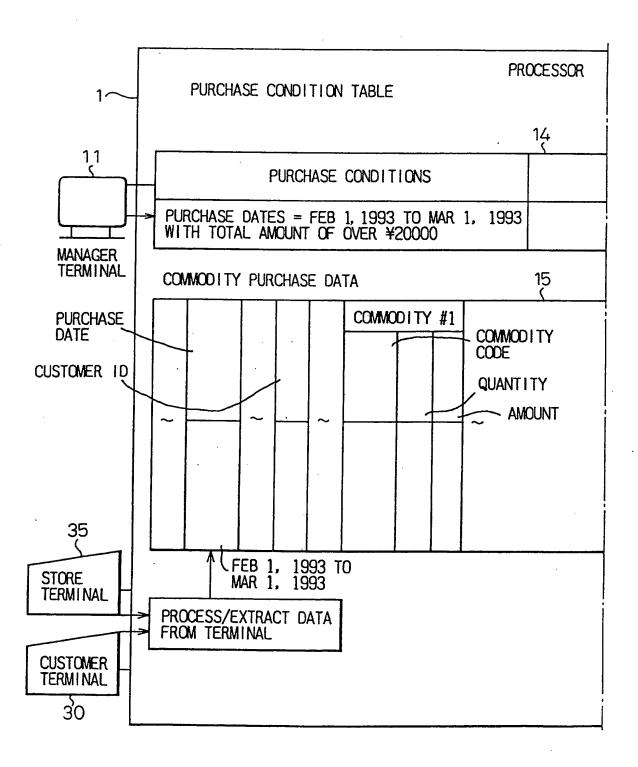
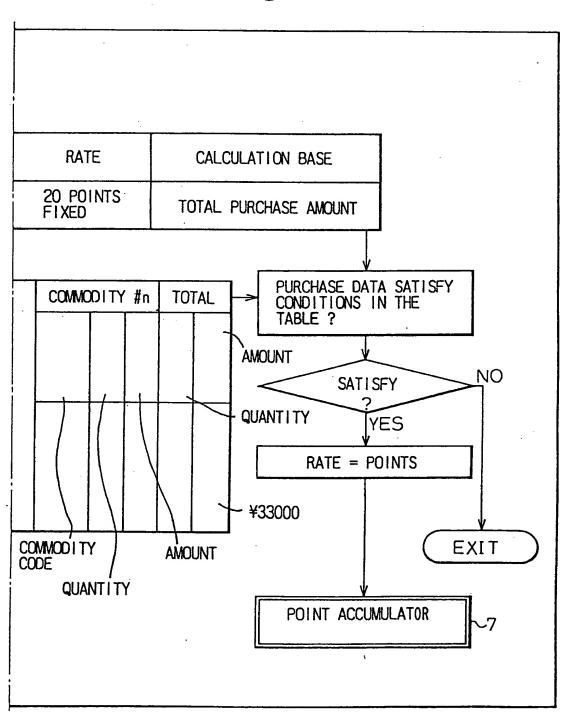


Fig.11(B)



¹⁹/₅₄ Fig.12(A)

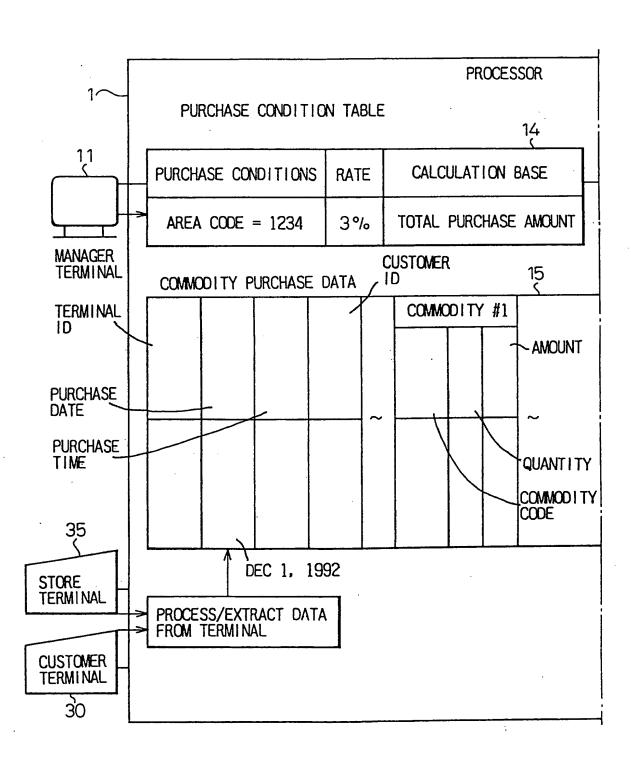
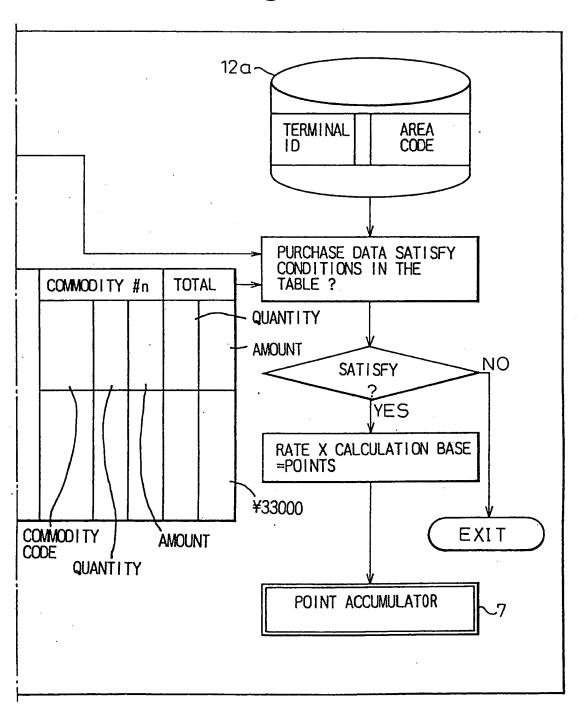
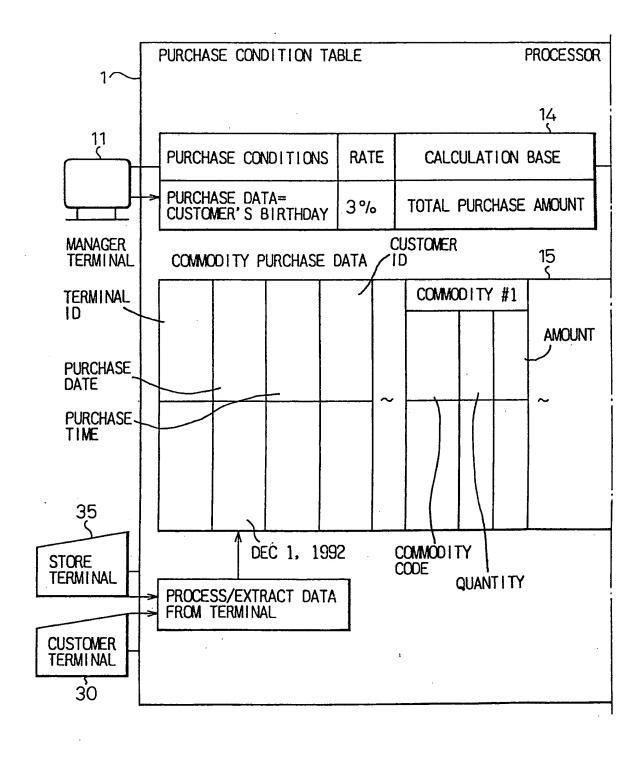


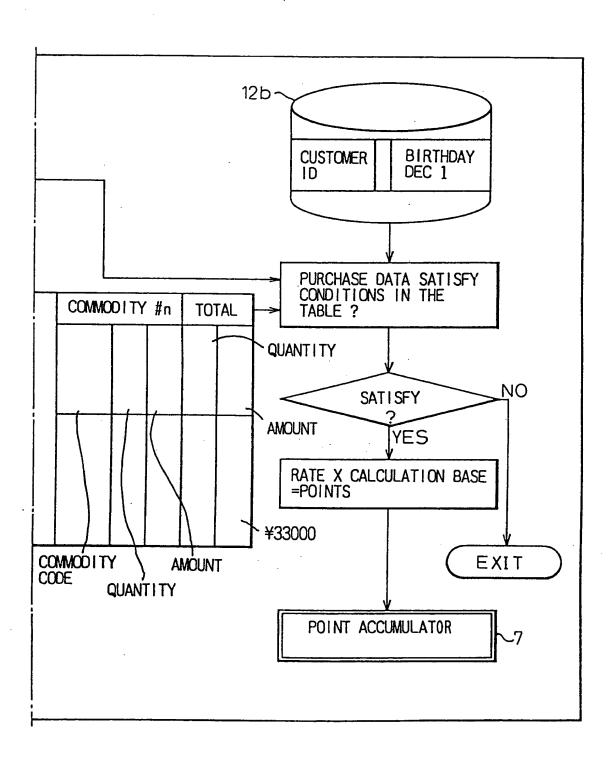
Fig.12(B)



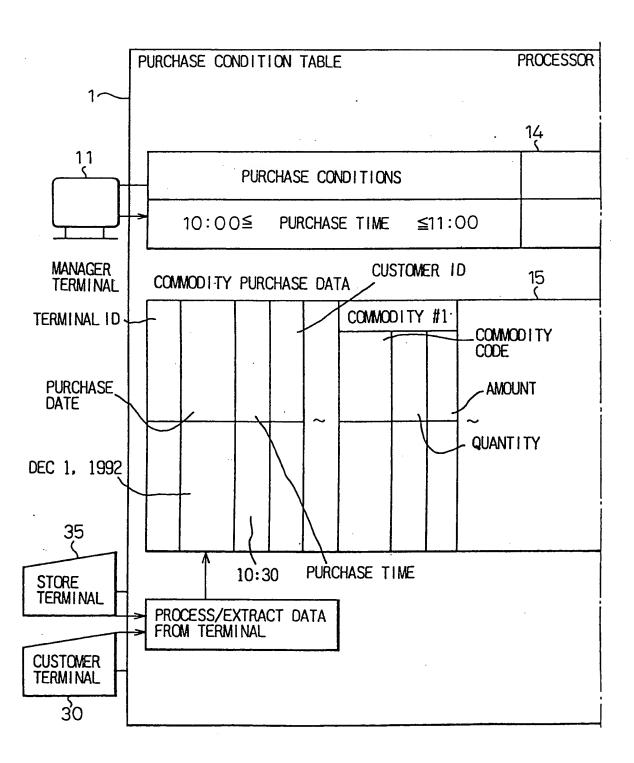
²¹/₅₄ Fig.13(A)



²²/₅₄ Fig.13(B)

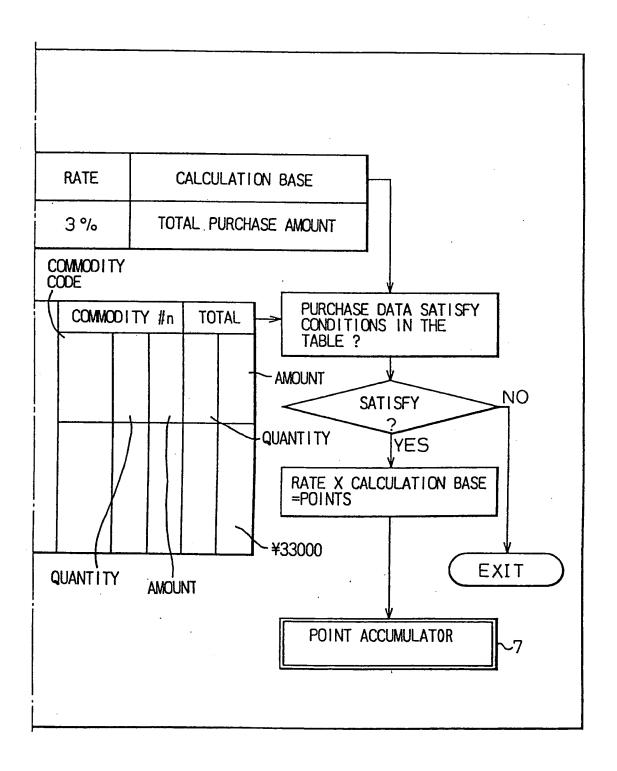


²³/₅₄ Fig.14(A)

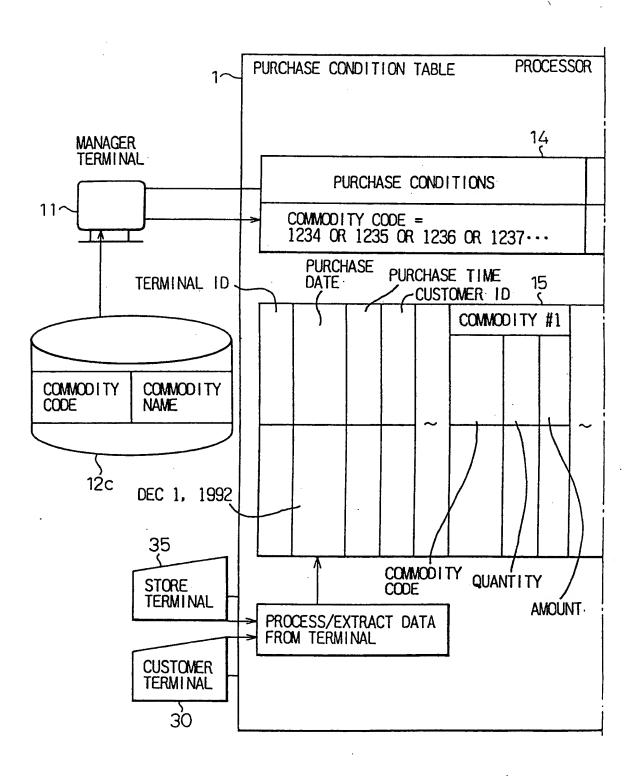


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Fig.14(B)

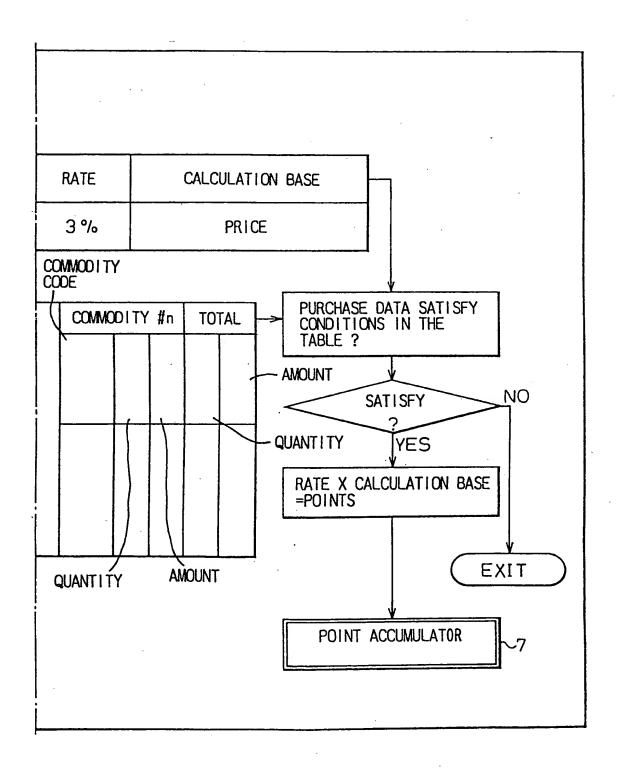


²⁵/₅₄ Fig.15(A)

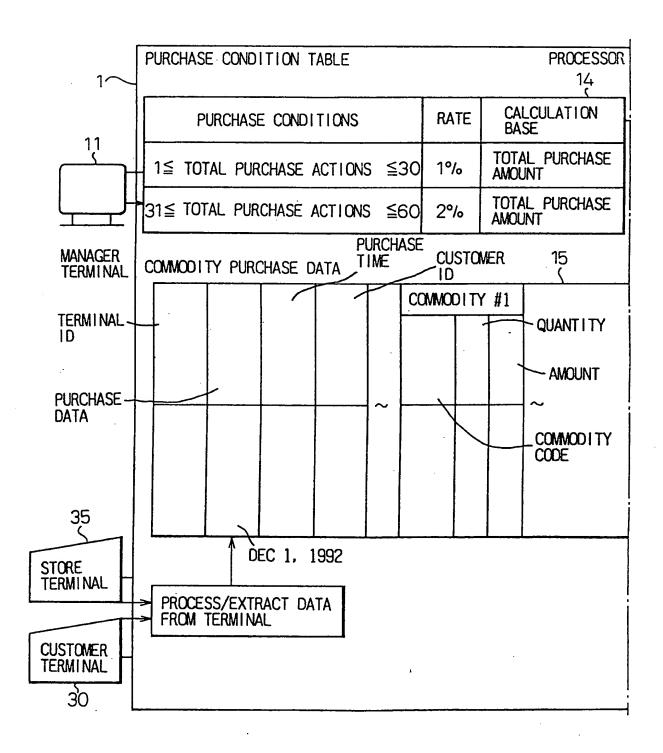


26₅₄

Fig.15(B)

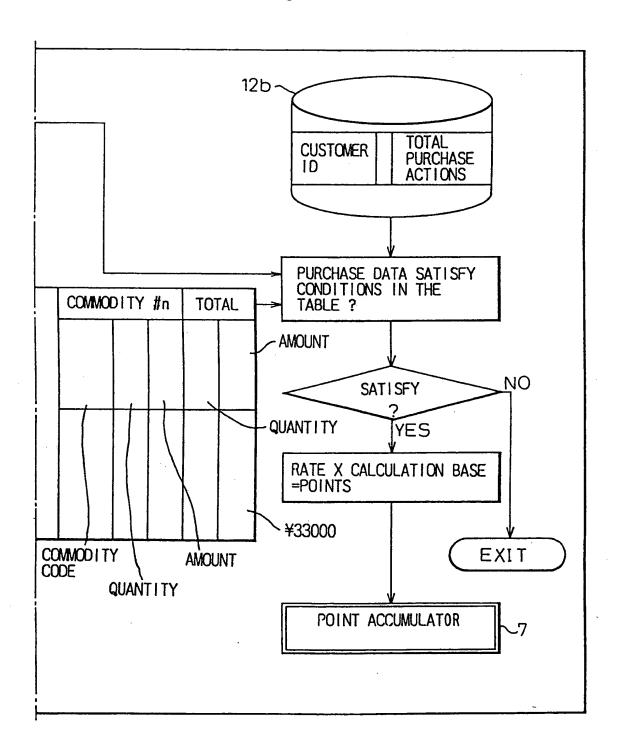


²⁷/₅₄ Fig.16(A)

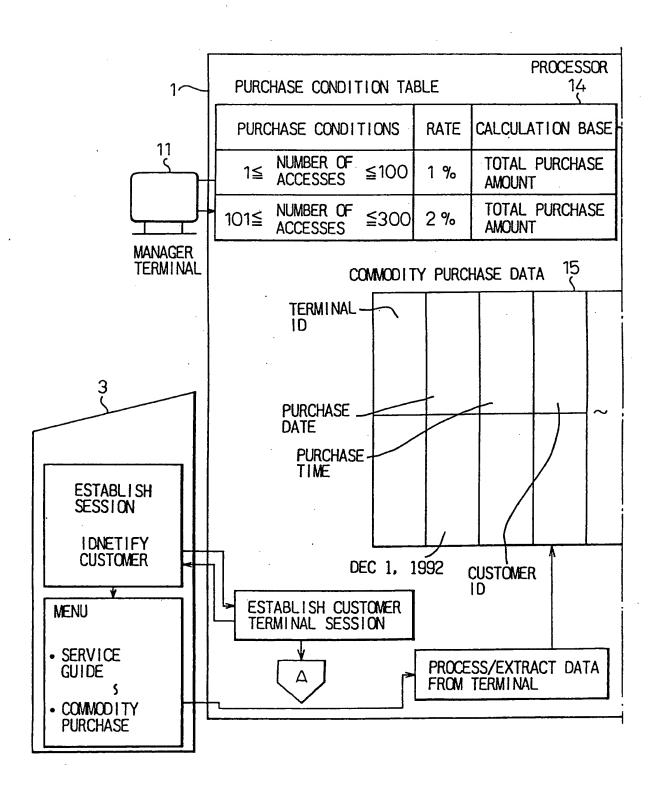


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Fig.16(B)

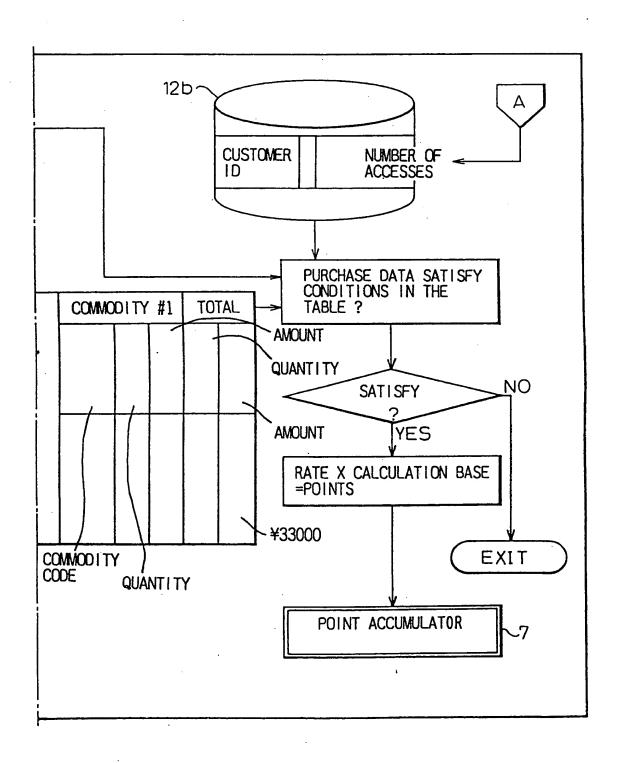


²⁹/₅₄ Fig.17(A)

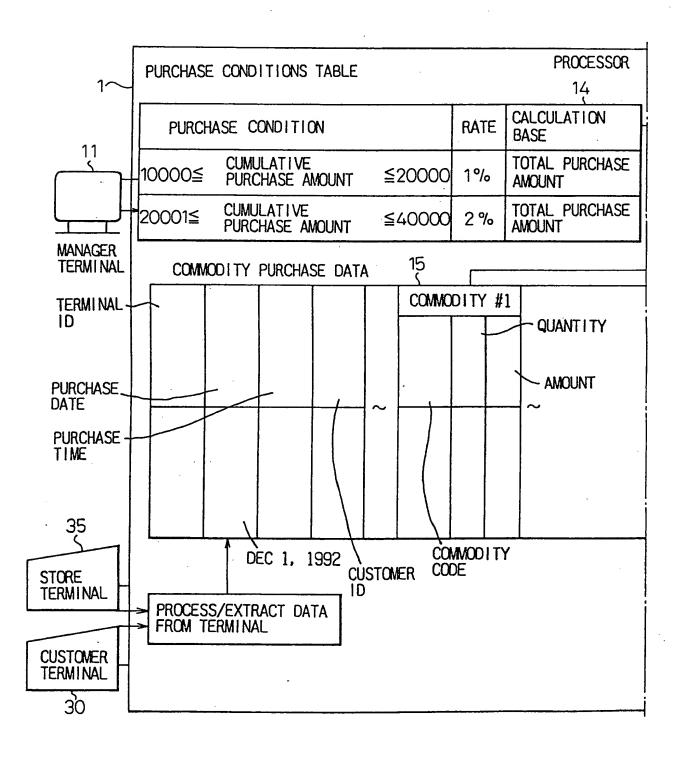


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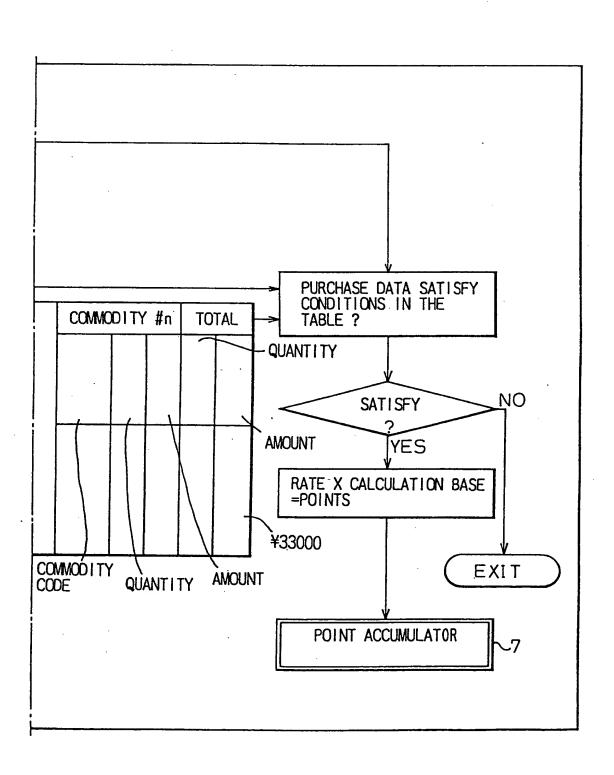
Fig.17(B)



³¹/₅₄ Fig.18(A)

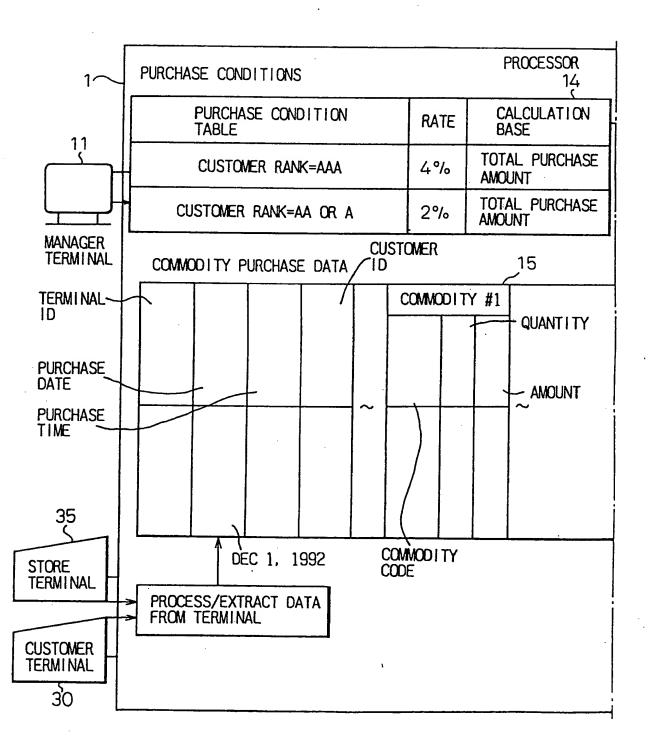


³²/₅₄ Fig.18(B)



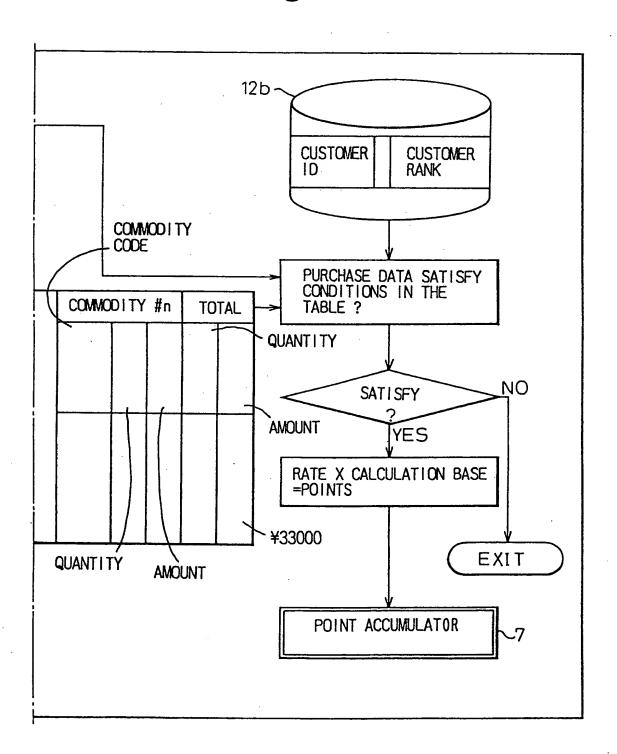
33_{/54}

Fig.19(A)



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Fig.19(B)



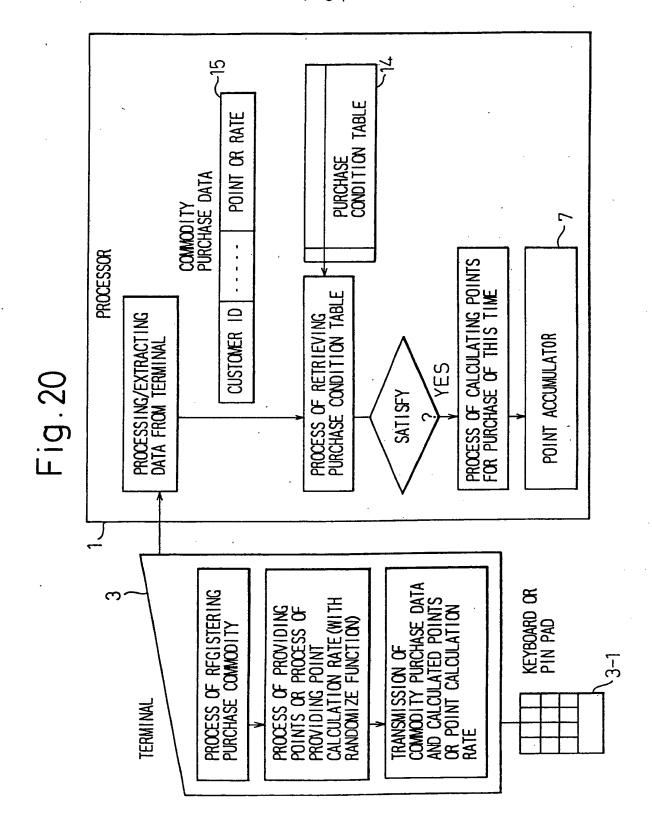


Fig.21(A)

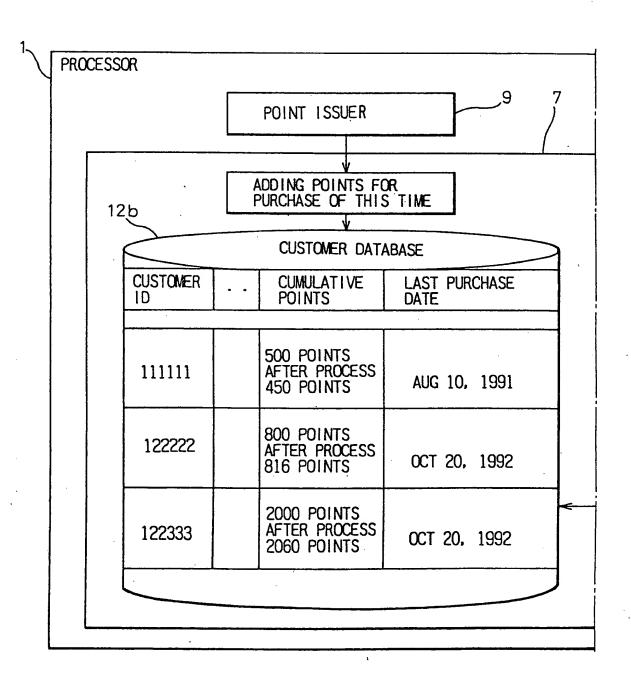
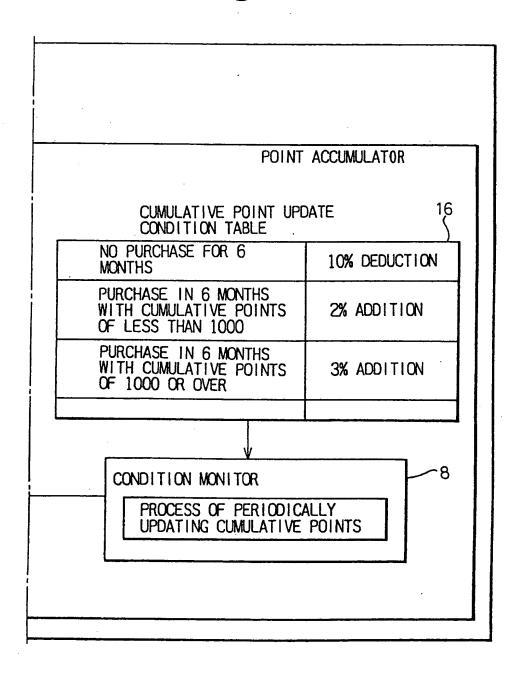


Fig.21(B)



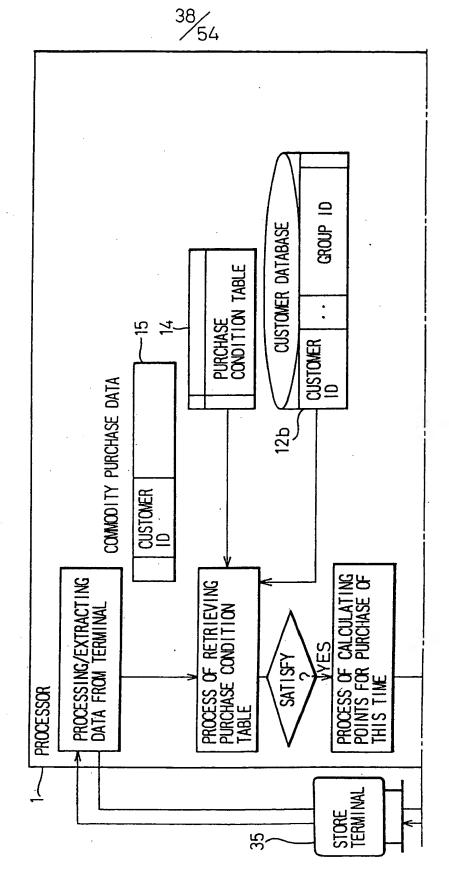


Fig.22(A)

39_{/54} 12b PRESENT CUMULATIVE POINTS DISPLAY Terminal 10 GROUP CUSTOMER DATABSE TARGET CAMPAIGN POINTS IN THIS TIME COMMODITY PURCHASE DATA 15 9000 01 GROUP 1D PROCESS OF ACCUMULATING POINTS

Fig.22(B)

Fig. 23

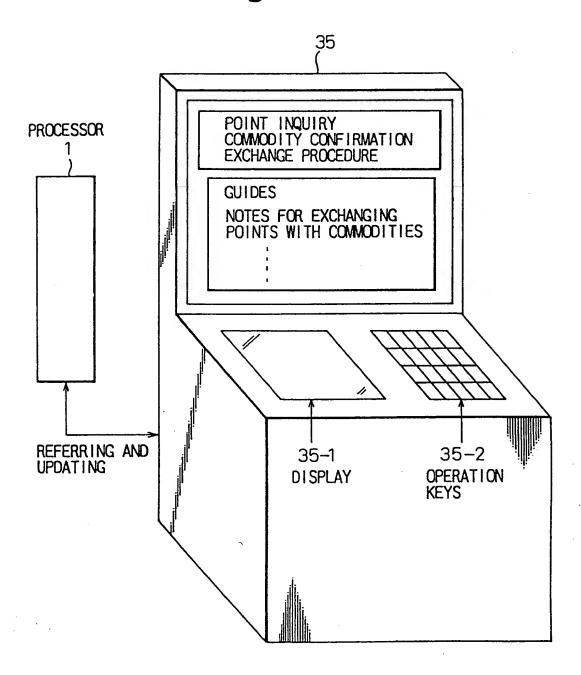
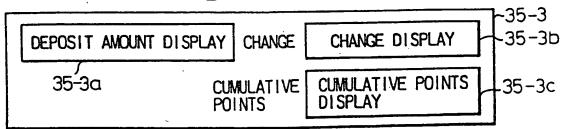


Fig. 24 (A)

		35-1				
CUSTOMER ID	NAME		CUMULATIVE POINTS			
COMMODITY NO.	1	2	3		4	
REQUIRED POINTS						
EXCHANGEABILITY						
COMMODITY NAME						
PICTURE OF COMMODITY						
PREVIOUS PROCEDUI PAGE NEXT PAGE 35-16 35-16 35-16	EXCHANGING PROCEDURE SPECIFIED COMMODITY NO. ① ② ③ ④ ⑤ REQUIRED POINTS TOTAL POINTS BALANCE OF POINTS					
	ـــا	K PROCE DETER 15-1d	DURE MINATIO	ᅜᅥ	ANCEL 35-1e	CANCEL

Fig.24(B)



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Fig.25(A)

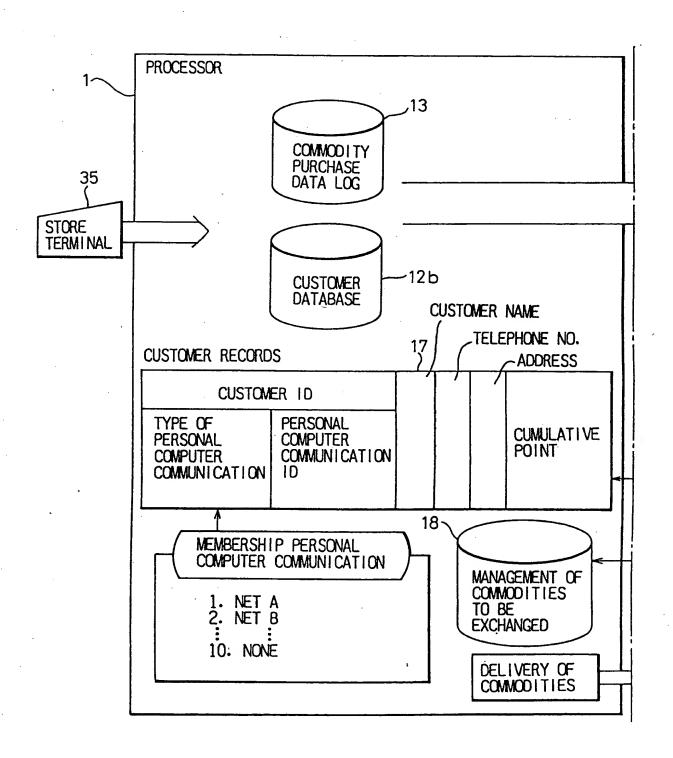


Fig.25(B)

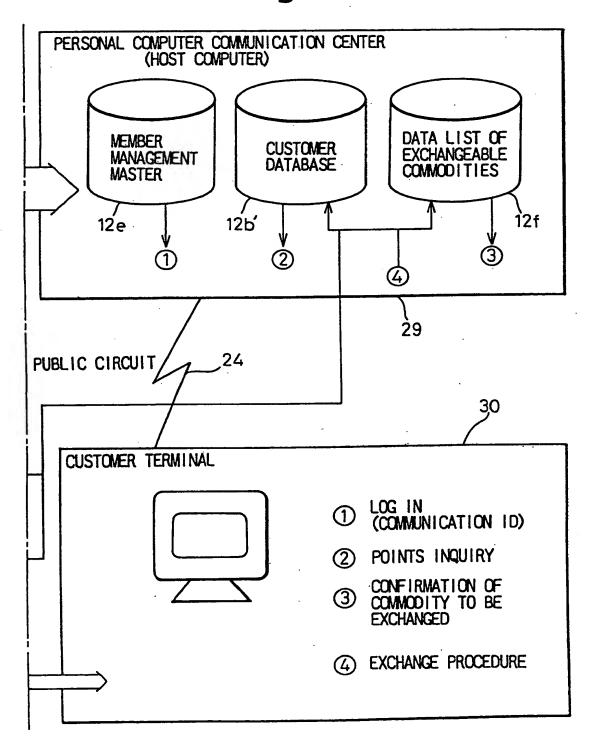


Fig.26(A)

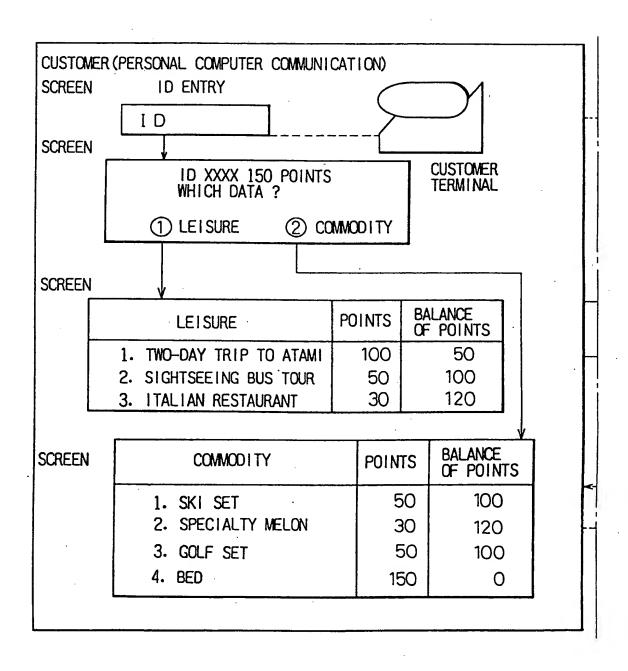


Fig.26(B)

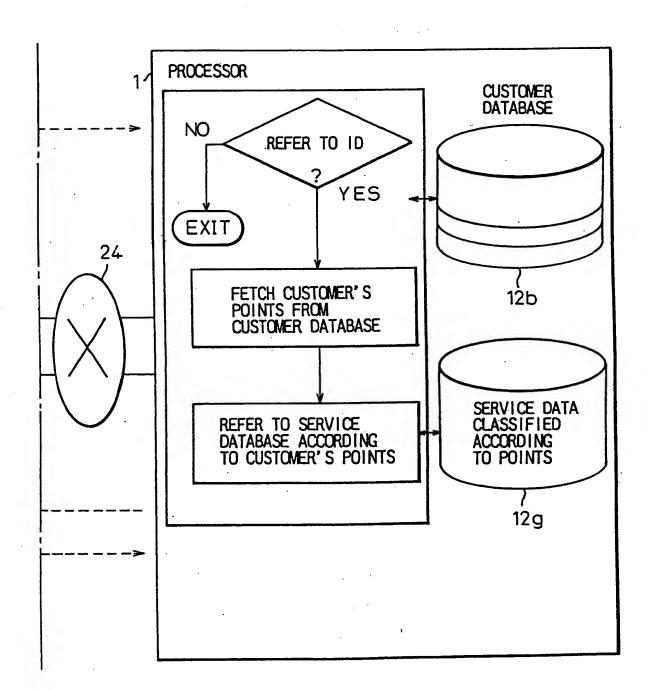


Fig.27(A)

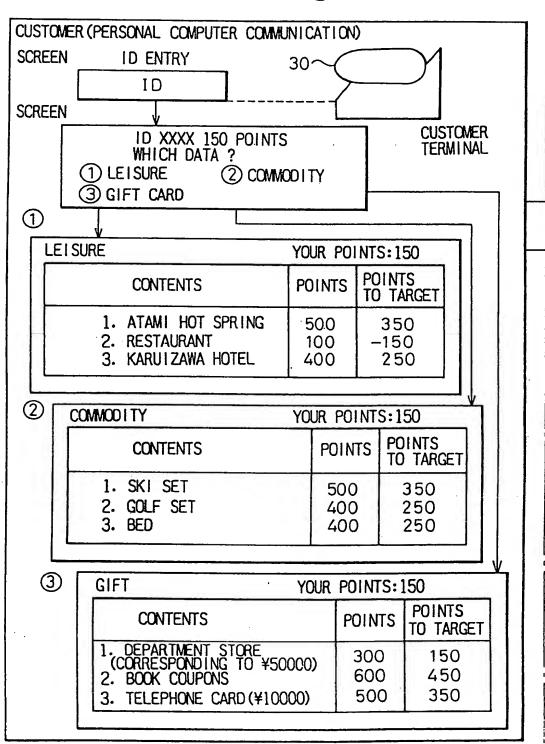


Fig.27(B)

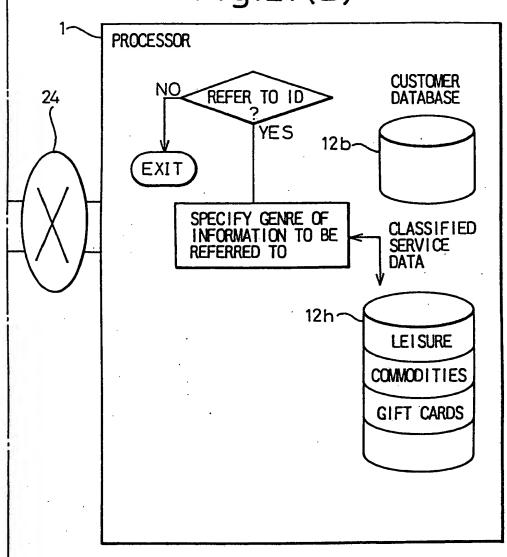


Fig.28(A)

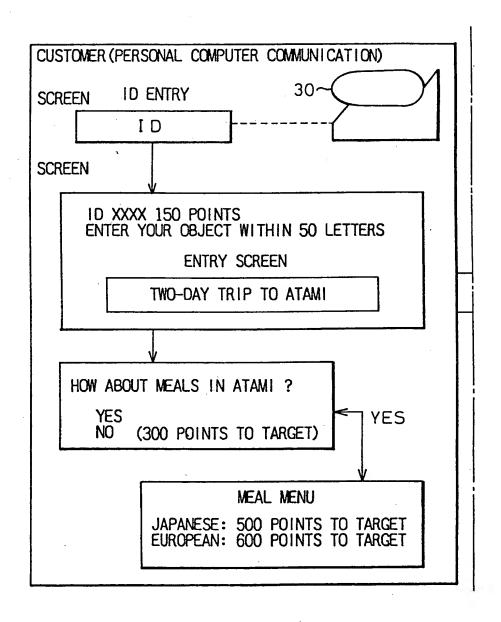


Fig.28(B)

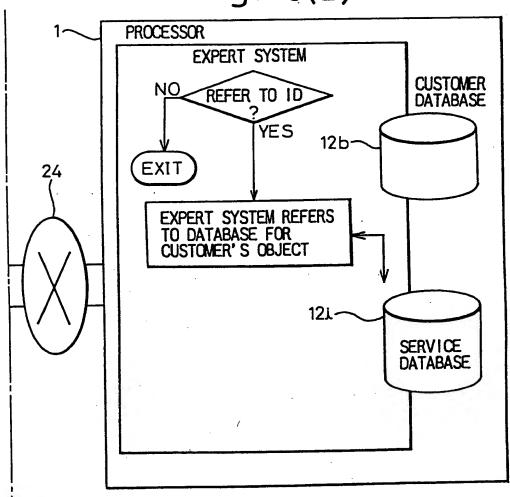


Fig.29(A)

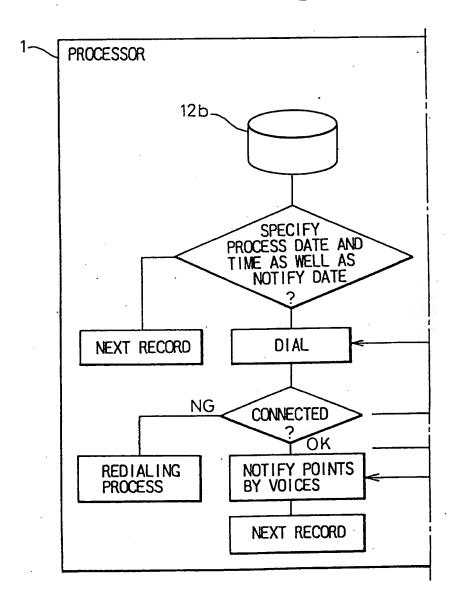


Fig.29(B) RESULT OF NOTIFICATION CUSTOMER ID WEEK SPECIFIED TELEPHONE NO. CUSTOMER RECORDS CONTENTS OF TELEPHONE CALL NOTIFY DATE SPECIFIED "THIS IS _____. DATE CUSTOMER NAME HAS SPECIFIED XXX CUMULATIVE POINTS 0|2|3 THERE ARE SOME EXCHANGEABLE COMMODITIES" **ADDRESS** CUSTOMER NAME ONE IS SELECTED CUMULATIVE POINTS TIME SPECIFIED CUSTOMER'S HOME DAY SPECIFIED .24 PUBLIC CIRCUIT TELEPHONE SET

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Fig.30(A)

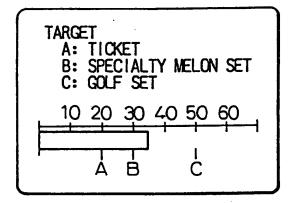
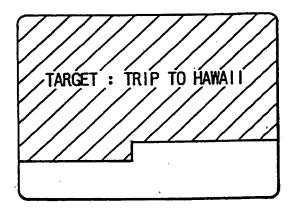


Fig. 30 (B)



53 54

Fig.30(C)

TARGET: LIGHT CAR

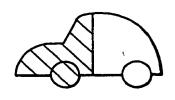


Fig. 30 (D)

TARGET: LIGHT CAR

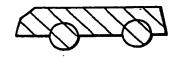


Fig.31

